



Lancaster City Merchant Meeting Minutes

April 7, 2020 - 8:30 am
Virtual Meeting via Zoom

42 participants

Introduction

Dave Aichele welcomed everyone and reviewed ground rules to assist everyone participating in the Zoom meeting. Marshall Snively welcomed everyone and commented how good it was to see everyone! We want to use this merchant meeting as an opportunity to help you. Our regularly scheduled presentations and our standard format are on hold for now so that we can get to the special presentation. He welcomed Rich Bidgood and Steve Darby from SCORE Lancaster-Lebanon. They will guide us through the application process for the federal loan and Paycheck Protection Program.

Special Presentation – Financial Guidance on the Coronavirus Aid, Relief and Economic Security (CARES) Act presented by SCORE Lancaster-Lebanon mentors Rich Bidgood and Steve Darby.

Click [here](#) for presentation.

If you don't yet have a SCORE mentor, you can request one by going to their [website](#)

Merchant News Shared in Chat

Judy Gitomer of Spice & Tea Exchange shared they are doing mail order and offering free shipping. Call 717-394-4328 or email Lancaster@spiceandtea.com.

Susan Eberly shared that the YWCA Race Against Racism is virtual! It is held now through April 24th. You can run or walk anywhere you choose – even on your treadmill. Register [here](#). For anyone participating in the race, don't forget to share/post #VirtualRace and #RARLancaster. They want to see everyone out there getting fresh air and running/walking together as a community.

Mara Clements shared Women Connect Lancaster is going virtual! They are a business community for female entrepreneurs here in Lancaster, focused on authentic connections and business growth. They offer free monthly meet-ups and monthly business development events. <https://www.facebook.com/WomenConnectLancaster/>

Erin Dorney of Lemon Street Market shared the market is open 7 am – 4 pm daily (6 shoppers inside at a time, face covering required). They also offer curbside grocery pick-up and local delivery which can be ordered via email or phone. All of the details are on their [website](#).

Susan Eberly of Alegre Events shared that Chef Cedric Barberet of Bistro Barberet will be on Food Network Chopped Sweets. Tune in on Monday, April 20th at 10:00 pm to see how far he goes and if he takes home the top prize.

Caitlyn Horst with Belong Property Management shared The Real Estate InvestHER is going virtual as well. They are a community of women real estate investors looking to empower others to live a financially free and balanced life. This month they are in the process of finalizing a Real Estate Tax Strategist to speak on the CARES act. For more information, contact caitlyn@belongpropertymanagement.com.

Sandy Gambone with Water Street Mission shared they are only serving bagged meals to our 230 guests and volunteers, therefore they are in dire need of deli meat. If anyone has a contact or source, please email sgambone@wsm.org. Note: Kunzler has already responded positively to this request.

Michael Reynolds with Clipper Magazine Stadium and the Lancaster Barnstormers shared that LGHealth is currently using the lower lot on Clay Street and Prince Street as a donation site for personal protection equipment. Also in addition to the Stadium they have digital billboards around Lancaster County and are looking to share some good news and good deeds. If you know of any businesses or individuals doing special things for our community please feel free to email mreynolds@lancasterbarnstormers.com and they will do their best to get as many of these shared with our community. Nat Leibee of Ellicott & Co. shared they are offering free shipping on all online orders. Check out their website [here](http://www.ellicott.co).
www.ellicott.co

Nicole & Matt with curio. Gallery & Creative Supply is offering online workshops for anyone interested in signing up. Also they are offering free delivery for Lancaster City residents on orders placed through their [website](#).

Member Intra-Marketing Committee Report

Kathlene Sullivan shared that the committee discussed the need to redirect special presentations for the remainder of the 2020 year in light of this unprecedented event. The subjects need to be relevant to the small business community's needs and support their efforts to rebuild and respond to current economic developments.

Future Spotlights are:

May – Zoetropolis Cinema Stillhouse and Farbo CO

June – LGBTQ+ Coalition

July – Penn Square Music Festival

August – Typothecary Letterpress

September – Lemon Street Market

October - Advoz: Mediation & Restorative Practices

November – SCORE Lancaster-Lebanon

Merchant Meeting Special Presentations

The committee discussed the need to redirect the Merchant Meeting special presentations for the remainder of the 2020 calendar year in light of this unprecedented event. Several topics were discussed, including a presentation by GoodThree on the importance of pivoting to E-Commerce. We will address specific suggestions at the May MIM committee meeting. Kathlene will reach out to all presenters on the current 2020 Special Presentation calendar to make them aware of the change.

Since the committee met Paige Sodano, Event Coordinator for The Ware Center has informed Kathlene that all events will be canceled through Friday, July 31. This development would mean that the May, June, and July Merchant Meetings would all take place on the Zoom platform. We will be adding this topic for creative discussion at our next committee meeting.

Member Milestone Awards

- The March Member Milestone Awards will be combined with a future quarter and be presented at date yet to be determined. It will be at a meeting when we are back in The Ware Center. Suggestions were made to request the Atrium space on the fourth floor to allow for greater social distancing for meetings going forward.
- All Member Milestones will be contacted by Kathlene to make them aware of our plans concerning their awards.

Merchant Meeting 5-Minute Marketing Moment

- This feature takes on fresh importance in light of the challenges facing our small business and nonprofit community. MIM committee members are encouraged to brainstorm marketing ideas that relate to rethinking business models, how to market gift cards, online sales, etc. Please come prepared to share at the next committee meeting

Merchant Survey

- March Merchant Survey Results – these results will be shared at the May Merchant Meeting.
- The May Merchant Survey Question will be selected by the end of April by emailing committee members. Please watch for this message and respond. We want it to be relevant to the immediate needs of the retail community and provide valuable data on how we can best serve those needs.

Closing Comments

Marshall thanked everyone for joining the meeting and especially to Rich and Steve from SCORE for their presentation. He encouraged everyone to be sure and reach out to your banking institution and landlord to discuss what options are available. The

Lancaster Chamber website is updated regularly and has very useful information. If anyone has additional questions, please email them to us at info@teamlanc.org and we will work to get you a response. Please know we are here to support you and are working closely with our partner organizations so that you will see this through.

Next Virtual Merchant Meeting – May 20, 2020 - 8:30 am

Please let us know the Anniversary of your business by completing the following short [survey](#).

Add value to your business with Downtown Dollars Gift Certificates! Merchants interested in participating in the program should contact Lancaster City Alliance via email at info@teamlanc.org or by calling 717.394.0783.